



# Industry Briefing Papers 2016

## AUSTRALIA: AUSTRALIA

### **1. What is currently making news in your country when it comes to spa, wellness, wellness travel or well-being?**

There is a people-driven move away from conventional medicine to the concept of wellness and a more natural approach to wellbeing. This is driving interest in the Spa and Retreat industries in Australia.

### **2. Please provide one sentence that describes what you think is the most important development in your country for each of the following wellness sectors:**

#### **Spas:**

An interest in short stay spa centres, where guests can sample a package of wellness therapies, along with opportunity for wellness education.

#### **Beauty:**

A legislative push toward accreditation and qualifications for Beauty therapists.

#### **Fitness:**

Government sponsored media promotion of the need for Australians to move more has seen an increase in the Personal Training industry.

#### **Nutrition:**

Private Health fund rebates for participation in both Nutritional and Fitness programs.

#### **Wellness Tourism:**

Australia attracts visitors from New Zealand and Asia with international flights becoming more cost affordable and frequent.

#### **Wellness Communities or Real Estate:**

A move to quiet and natural spaces encompassing the outdoors as much as possible.

**3. Our theme this year is “Back to the Future.” What do you feel is your country’s most significant contribution to what is now a global wellness economy?**

There has been a grassroots push away from pharmaceutical solutions back to more natural and complementary therapies to support health and wellness. Social media networking has been integral in this paradigm shift.

Internet based programs have enabled the dissemination of evidenced based research to support therapies such as herbal medicine, spa treatments, acupuncture and relaxation modalities in healing.

**4. What do you feel is the biggest challenge in your country when it comes to growing the wellness economy?**

Antagonism from conventional medicine is a major challenge. Government regulations can make competition with other countries tricky, but also provides client confidence that high standards are being achieved.

**5. While no answers are right or wrong, we would like to know what you feel is the difference - if any - between the terms/concepts of “wellness” and “well-being” in your country.**

Wellness is achievable through adherence to favourable lifestyle choices that include

- 1) Good nourishment,
- 2) Balanced movement,
- 3) Stress management, and
- 4) Minimising the body’s toxic burden.

Wellbeing is a sense of positive energy and attitude that can flow from the application of these four wellness principles..

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